

SOLID WASTE DIVISION

OUTREACH & EDUCATION ANNUAL REPORT - 2017



PROGRAM OVERVIEW

Public engagement and outreach is a top priority of the Solid Waste Division. Through these initiatives, we have the opportunity to speak with the public directly to educate them on City solid waste services; which has become increasingly important as our programs grow and evolve. The division accomplishes this through presentations, facility tours, public events and materials. Additionally, the communication tools that we utilize continue to expand and are very beneficial to spreading our message.

HOW WE ENGAGE

The City of Lawrence Solid Waste Division engages the public throughout the year by hosting community events and participating in outreach initiatives. Total, the division hosted or participated in 57 outreach engagements, reaching a total of 6,162 individuals. The number of individual presentations increased significantly from 21 in 2016 to 36 in 2017. In 2018, staff will begin sending out a survey after each outreach to assess how we are doing and ways we can improve.

PRESENTATIONS

Throughout 2017, staff from the Solid Waste Division gave 36 off-site presentations, reaching 1,082 individuals. These ranged from school-aged hands-on activities to formal conference or meeting speaking engagements.

FACILITY TOURS

Solid Waste Division staff gave a total of 6 tours to 150 people in 2017. Facility tours are given of the City's recycling, compost, and hazardous waste facilities, as well as partnering on occasional tours of the Hamm Material Recovery Facility.

PUBLIC EVENTS

During 2017, the Solid Waste Division hosted 4 public events, as well as participated in 1 public event. Altogether these events had a combined attendance of roughly 4,930 participants.

PROVIDED MATERIALS

On 5 occasions, local groups reached out to rent our Clear Stream event recycling containers. On 5 other occasions, groups reached out to us seeking outreach materials ranging from print materials and battery bags to children's recycling books and props.




COMMUNICATIONS

Below are communications tools the Solid Waste Division utilizes when trying to reach the widest audience. Our division consistently searches for additional communication tools to engage with the public. In 2017, we continued utilizing the Facebook Live feature, as well as posting information to Nextdoor - a neighborhood communication application (reaching 2,388 Lawrence users). In 2018 we are switching to a more user friendly notification system, ReCollect, that will allow for additional communication and we will begin sending out a quarterly e-newsletter to our Trash & Recycling News subscribers.

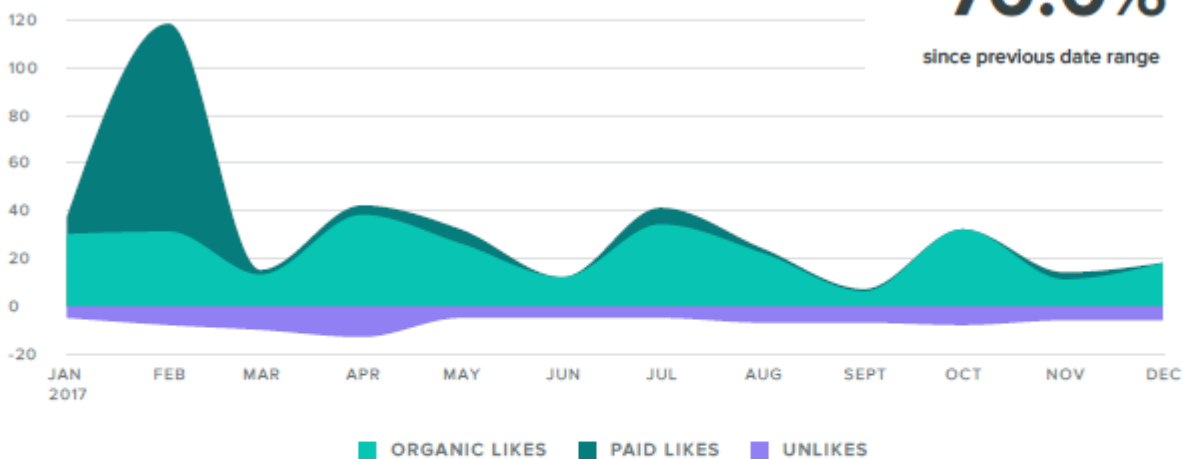
- Utility Bill Inserts
- LPRD Activity Guides
- Flame & Phoenix Newsletter
- News Release & Emails - Trash & Recycling News - 1,022 subscribers
- City Website and Solid Waste Management Website
- City Social Media - Lawrence Recycles Facebook - 2,085 followers
- Notify! messaging system - 5,334 users (700 user increase from 2016)
- Channel 25 Slides
- Online Community Calendars
- Lawrence Journal-World & University Daily Kansan
- Neighborhood Association Email & Nextdoor
- Flyer or brochure distribution at Lawrence businesses

SOCIAL MEDIA – LAWRENCE RECYCLES

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Lawrence Recycles	2,085	16.94%	289	555,247	1,921	6,440	22.3	2,445

Facebook Audience Growth

LIKES BREAKDOWN, BY MONTH



Audience Growth Metrics




Totals

Total Fans	2,085
Paid Likes	119
Organic Likes	273
Unlikes	85
Net Likes	307

Total fans increased by **16.9%** since previous date range

TOP 3 LAWRENCE RECYCLES POSTS OF 2018

Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>Lawrence Recycles</p> <p>Today is DAGEN KORYNTA IS A GARBAGE MAN day! On behalf of the Solid Waste Division, thank you Dagen for keeping us smiling! Good luck through the rest of your treatment and keep focusing on doing the very best you can at everything you want to be!</p>  <p>(Post) January 19, 2017 11:01 am</p>	165	12	7.0%	3,493
<p>Lawrence Recycles</p> <p>#LawrenceRecyclesFAQ - Why are plastic bags not accepted in my blue recycling cart? Answer: As with many Material Recovery Facilities (MRF) throughout the country, our local MRF operated by Hamm also experiences operational issues due to plastic bags in the recycling stream. Plastic bags often cause issues with sorting machines by becoming lodged between gears. The machinery stops and employees physically remove the issue - such as plastic bags, ropes, cords. Recycling solution: Stock pile your plastic bags and wrap to drop-off at local grocery stores such as Dillons, Hy-Vee & Wal-Mart.</p>  <p>(Post) July 17, 2017 10:24 am</p>	128	11	8.4%	7,760
<p>Lawrence Recycles</p> <p>Happy #AmericaRecyclesDay 2017! This year we are celebrating by giving away a backyard compost bin and recycling t-shirt to one lucky winner! To enter the drawing, share a photo of your recycling efforts in the comments section below. We will draw the winner on Facebook Live this Thursday at 10:00! #BeRecycled #LawrenceRecycles</p>  <p>(Post) November 13, 2017 9:09 am</p>	99	19	6.6%	3,678